

## McDowell Technical Community College President's Council Minutes

The President's Council met on Tuesday, February 7 at 2:00pm in the boardroom/Dogwood building.

Present: Dr. Gossett, Ryan Garrison, Elmer Macopson, Joan Weiler, Dick Mauney, Michael Lavender, Terry Valentino, Dr. Watts, Kelly Giles, Dr. Cross, Dr. Benton, Bo Harmon, Judy Melton, Madalyn Gaito

### President – Dr. Gossett

- Dr. Gossett shared information from a podcast on leadership featuring information from the CEO of Ritz Carlton. The presentation provided guidelines on how an organization in the service industry creates customer satisfaction and loyalty. MTCC is in the service industry as we provide education to our students (customers). This industry is driven by delivering what the market wants, bringing about customer satisfaction and creating loyal customers. The key to creating loyal customers is to satisfy their needs and meet their expectations. All customers, regardless of industry, have the same three expectations:
  - Customers want a quality, defect-free product
  - Customers want timeliness; they don't want to wait.
  - Customers want caring service; they do not want to be ignored; desire a positive, personal interaction. First impressions are important (grounds, buildings, website, etc....) but keep in mind that the first human contact is most important.

**Students have choices in higher education. We need to be aware that they can drive 20 to 30 minutes from Exit 86 and be at two other community colleges. Thanks to everyone who helps walk a lost student/prospective student from one place to another. Thanks to everyone who smiles and treats one another with respect, dignity and class. Thanks to everyone who treats students as someone special rather than a bother. It's that "human touch" that makes a difference in others' lives and sets us apart from our neighboring schools.**

- The monthly Board of Trustees meeting is scheduled for this Thursday, Feb. 9. At that meeting Dr. Gossett will share the following information:
  - Headcount information from the Spring Semester
  - Update on the SIM Lab progress
  - The new cosmetology building has been approved by the State Office
  - McDowell Fire, Rescue and EMS College scheduled for March 17-19
- Recently attended a parent meeting aimed at sharing information on McDowell Early College and the proposed McDowell Academy for Innovation. The Department of Public Instruction has approved the Academy for funding. It is now waiting for funding approval from the General Assembly
- Met with the McDowell County Schools Board of Education on February 6 for a work session to discuss the proposed Four Seasons academic calendar. He reiterated to them

that MTCC has not taken a stance on which calendar we prefer, however individuals are free to voice their personal opinions on the subject.

**Finance & Administration Report – VP Garrison**

- Budget planning meetings are scheduled for next week.
- Mike Sprinkle and his team have been working on the sidewalk in front of building 11 and will be working to improve the sidewalks in the center of campus.

**Quality Enhancement & Development Studies – Dr. Watts**

- Currently working on plans for Camp Opportunity 2017. It is scheduled for June 26-29.

**Institutional Effectiveness – Ladelle Harmon**

- Will be assisting Roanoke-Chowan Community College with their Fifth year report for SACS COC

**External Relations – Michael Lavender**

- A movie is planned for February 24 in celebration of Black History Month. More details to come.
- Beginning to plan for MTCC 50<sup>th</sup> year celebration. Events will take place in September 2017. A committee is being formed to work on the details.
- The 5<sup>th</sup> Grade Career Fair is scheduled for April 21<sup>st</sup>. The Fair will be held in the Universal Advanced Manufacturing Center from 9:30 am to 1:30 pm, with set up from 8:30 to 9 am. This is an excellent opportunity to market your program to students who will be eligible to attend one of our Early Colleges in just 3 1/2 years. If you are interested in sharing your program with the students let Michael know by Friday, Feb. 17.

**Announcements**

Meeting adjourned – 2:45pm

Respectfully submitted,

Madalyn Gaito  
Exec. Assistant to President  
Cc: Email – faculty & staff